



**WTKR-TV**  
**720 Boush Street**  
**Norfolk, VA 23510-1583**  
**(757)446-1000**

www.wtkr.com

**CONTRACT**

<u>Product</u>	<u>Contract / Revision</u>	<u>Alt Order #</u>
LCV/SEN MAJ PAC	568097 /	07897137
<u>Contract Dates</u>	<u>Estimate #</u>	
08/16/12 - 08/29/12	126/133/1611	
<u>Advertiser</u>	<u>Original Date / Revision</u>	
League Conservation Voters/Senate Majority	08/14/12 / 08/14/12	
<u>Billing Cycle</u>	<u>Billing Calendar</u>	<u>Cash/Trade</u>
EOM/EOC	Broadcast	Cash
<u>Station</u>	<u>Account Executive</u>	<u>Sales Office</u>
WTKR	Jamie Andrus	Washington, D.C.
<u>Special Handling</u>		
<u>Demographic</u>		
Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
	126	133
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

**Waterfront Strategies**  
**1010 Wisconsin Avenue**  
**Suite 800**  
**Washington, DC 20007**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Totals		
										Type	Spots	Amount
N 1 3	08/16/12	08/17/12	NewsChannel 3 News		5-6am		:30			NM	2	\$480.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
Week: 08/13/12	08/19/12	---TF--		2	\$240.00							
N 2 3	08/16/12	08/17/12	Newschannel 3 News		6-7am		:30			NM	2	\$730.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
Week: 08/13/12	08/19/12	---TF--		2	\$365.00							
N 3 3	08/16/12	08/17/12	CBS This Morning		7-9a		:30			NM	2	\$560.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
Week: 08/13/12	08/19/12	---TF--		2	\$280.00							
N 4 3	08/19/12	08/26/12	CBS Sunday Morning		9-1030am		:30			NM	2	\$970.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
Week: 08/13/12	08/19/12	-----S		1	\$485.00							
Week: 08/20/12	08/26/12	-----S		1	\$485.00							
N 5 3	08/19/12	08/26/12	Face the Nation		1030-11am		:30			NM	2	\$1,110.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
Week: 08/13/12	08/19/12	-----S		1	\$555.00							
Week: 08/20/12	08/26/12	-----S		1	\$555.00							
N 6 3	08/16/12	08/17/12	Let's Make A Deal	9am	9-10am		:30			NM	1	\$415.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
Week: 08/13/12	08/19/12	---TF--		1	\$415.00							
N 7 3	08/16/12	08/17/12	Price Is Right		11am-12n		:30			NM	1	\$555.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
Week: 08/13/12	08/19/12	---TF--		1	\$555.00							
N 8 3	08/16/12	08/17/12	Newschannel 3 News		12n-1230pm		:30			NM	2	\$830.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
Week: 08/13/12	08/19/12	---TF--		2	\$415.00							
N 9 3	08/16/12	08/17/12	CBS Daytime		1228-3pm		:30			NM	2	\$1,110.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
Week: 08/13/12	08/19/12	---TF--		2	\$555.00							
N 10 3	08/16/12	08/17/12	Ellen Degeneres	3pm	3-4pm		:30			NM	1	\$395.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
Week: 08/13/12	08/19/12	---TF--		1	\$395.00							
N 11 3	08/16/12	08/17/12	NewsCha 3 News First @ 4p	358-5pm			:30			NM	2	\$560.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision 568097 /	Alt Order # 07897137	
Contract Dates 08/16/12 - 08/29/12	Product LCV/SEN MAJ PAC	Estimate # 126/133/1611
Advertiser League Conservation Vot	Original Date / Revision 08/14/12 / 08/14/12	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals		
										Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/13/12	08/19/12	---TF--				2	\$280.00			
N 12 3		08/16/12	08/17/12	Newschannel 3 News	5-530pm		:30			NM	2	\$930.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/13/12	08/19/12	---TF--				2	\$465.00			
N 13 3		08/16/12	08/17/12	Newschannel 3 News	530-6pm		:30			NM	2	\$870.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/13/12	08/19/12	---TF--				2	\$435.00			
N 14 3		08/16/12	08/17/12	Newschannel 3 News	6-630pm		:30			NM	2	\$1,010.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/13/12	08/19/12	---TF--				2	\$505.00			
N 15 3		08/18/12	08/25/12	Newschannel 3 News	6-630pm		:30			NM	2	\$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/13/12	08/19/12	----S-				1	\$170.00			
		Week: 08/20/12	08/26/12	----S-				1	\$170.00			
N 16 3		08/19/12	08/26/12	Newschannel 3 News	630-7pm		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/13/12	08/19/12	----S				1	\$200.00			
		Week: 08/20/12	08/26/12	----S				1	\$200.00			
N 17 3		08/16/12	08/17/12	7-730pm	7-730pm		:30			NM	2	\$1,170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/13/12	08/19/12	---TF--				2	\$585.00			
N 18 3		08/16/12	08/17/12	730-8pm	730-8pm		:30			NM	2	\$1,170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/13/12	08/19/12	---TF--				2	\$585.00			
N 19 3		08/20/12	08/27/12	Monday Prime	10-11pm		:30			NM	2	\$3,310.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/20/12	08/26/12	M-----				1	\$1,655.00			
		Week: 08/27/12	09/02/12	M-----				1	\$1,655.00			
N 20 3		08/22/12	08/29/12	Wednesday Prime	10-11pm		:30			NM	2	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/20/12	08/26/12	--W----				1	\$1,375.00			
		Week: 08/27/12	09/02/12	--W----				1	\$1,375.00			
V 21 3		08/17/12	08/24/12	Friday Prime	10-11pm		:30			NM	2	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/13/12	08/19/12	----F--				1	\$1,375.00			
		Week: 08/20/12	08/26/12	----F--				1	\$1,375.00			
V 22 3		08/16/12	08/17/12	Late News (M-F)	11-1135p		:30			NM	3	\$2,280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/13/12	08/19/12	---TF--				3	\$760.00			
V 23 3		08/18/12	08/26/12	Late News (Sa-Su)	11-1135p		:30			NM	2	\$1,520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/13/12	08/19/12	----SS				1	\$760.00			
		Week: 08/20/12	08/26/12	----SS				1	\$760.00			
V 24 3		08/16/12	08/17/12	Late Night with David Letterman	1135pm-1237am		:30			NM	2	\$470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/13/12	08/19/12	---TF--				2	\$235.00			
V 25 3		08/20/12	08/24/12	NewsChannel 3 News	5-6am		:30			NM	6	\$1,440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/20/12	08/26/12	MTWTF--				6	\$240.00			
V 26 3		08/20/12	08/24/12	CBS This Morning	7-9a		:30			NM	4	\$1,120.00

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										Type	Spots	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/20/12	08/26/12	MTWTF--				4	\$280.00			
N 27 3	8	08/20/12	08/24/12	Let's Make A Deal 9am	9-10am		:30			NM	1	\$415.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/20/12	08/26/12	MTWTF--				1	\$415.00			
N 28 3	8	08/20/12	08/24/12	Price Is Right	11am-12n		:30			NM	1	\$555.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/20/12	08/26/12	MTWTF--				1	\$555.00			
N 29 3	8	08/20/12	08/24/12	Newschannel 3 News	12n-1230pm		:30			NM	5	\$2,075.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/20/12	08/26/12	MTWTF--				5	\$415.00			
N 30 3	8	08/27/12	08/29/12	Newschannel 3 News	12n-1230pm		:30			NM	3	\$1,245.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/27/12	09/02/12	MTW----				3	\$415.00			
N 31 3	8	08/20/12	08/24/12	CBS Daytime	1228-3pm		:30			NM	2	\$1,110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/20/12	08/26/12	MTWTF--				2	\$555.00			
N 32 3	8	08/20/12	08/24/12	Ellen Degeneres 3pm	3-4pm		:30			NM	2	\$790.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/20/12	08/28/12	MTWTF--				2	\$395.00			
N 33 3	8	08/20/12	08/24/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	2	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/20/12	08/26/12	MTWTF--				2	\$280.00			
N 34 3	8	08/20/12	08/24/12	Newschannel 3 News	5-530pm		:30			NM	4	\$1,860.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/20/12	08/26/12	MTWTF--				4	\$465.00			
N 35 3	8	08/20/12	08/24/12	Newschannel 3 News	530-6pm		:30			NM	4	\$1,740.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/20/12	08/26/12	MTWTF--				4	\$435.00			
N 36 3	8	08/20/12	08/24/12	Newschannel 3 News	6-630pm		:30			NM	4	\$2,020.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/20/12	08/26/12	MTWTF--				4	\$505.00			
V 37 3	8	08/20/12	08/24/12	7-730pm	7-730pm		:30			NM	4	\$2,340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/20/12	08/26/12	MTWTF--				4	\$585.00			
V 38 3	8	08/20/12	08/24/12	730-8pm	730-8pm		:30			NM	4	\$2,340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/20/12	08/26/12	MTWTF--				4	\$585.00			
V 39 3	8	08/20/12	08/24/12	Late News (M-F)	11-1135p		:30			NM	3	\$2,280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/20/12	08/26/12	MTWTF--				3	\$760.00			
V 40 3	8	08/20/12	08/24/12	Late Night with David Letterman	1135pm-1237am		:30			NM	3	\$705.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/20/12	08/26/12	MTWTF--				3	\$235.00			

Totals 98 \$49,280.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/26/12	93	\$45,005.00	\$38,254.25
08/27/12 - 08/29/12	5	\$4,275.00	\$3,633.75
<b>Totals</b>	<b>98</b>	<b>\$49,280.00</b>	<b>\$41,888.00</b>

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Contract Dates 08/16/12 - 08/29/12	Product LCV/SEN MAJ PAC	Estimate # 128/133/1611
Advertiser League Conservation Vot	Original Date / Revision 08/14/12 / 08/14/12	

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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